

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

1. (Currently Amended) A data analysis system embodied on a computer readable storage medium comprising:

an interaction database maintained in computer memory, the interaction database comprising interaction data representing interactions between customers and merchants;

a spatial display component configured to display a ~~graphical~~ spatial graphic representation of at least part of the physical layout of a commercial ~~premises~~ premise of a merchant;

a retrieval component configured to retrieve from the interaction database a plurality of data values representing interactions between customers and merchants;

a contour generator configured to generate and superimpose a representation of the data values on the spatial graphic representation;

a user selection component configured to enable a user to select part of the spatial graphic representation; and

a data display component configured to superimpose a representation of interactions between customers and merchants associated with the part of the spatial graphic representation selected by the user.

2. (Currently Amended) A data analysis system as claimed in claim 1 wherein the merchant provides a plurality of products to customers, the spatial graphic representation comprising representations of one or more of the products corresponding to the spatial position of the products within the physical commercial ~~premises~~ premise of the merchant.

3. (Currently Amended) A data analysis system as claimed in claim 2 wherein the user selection component is configured to enable a user to select a product, in the spatial graphic representation.

4. (Original) A data analysis system as claimed in claim 3 wherein the representation generated by the data display component is associated with the product selected by the user.

5. (Original) A data analysis system as claimed in claim 4 wherein the representation displays interactions between customers and merchants involving the product selected by the user.

6. (Original) A data analysis system as claimed in claim 1 wherein the contour generator is configured to generate and display a representation of one or more of the data values centered on respective data points such that one or more of the data points is displayed as a local maximum.

7. (Currently Amended) A data analysis system as claimed in claim 1 wherein the contour generator is configured to generate and display data points corresponding to the data values ~~[[on]]~~ and one or more contour lines around one or more of the data points, each contour line representing data values which are less than the data value of the data point around which the contour line is displayed.

8. (Currently Amended) A method of data analysis embodied on a computer readable storage medium comprising:

maintaining in computer memory an interaction database, the interaction database comprising interaction data representing interactions between customers and merchants;

displaying a ~~graphical~~ spatial graphic representation of at least part of the physical layout of a commercial ~~premises~~ premise of a merchant;

retrieving from the interaction database a plurality of data values representing interactions between customers and merchants;

generating and superimposing a representation of the data values on the spatial graphic representation; and

superimposing a representation of interactions between customers and merchants associated with part of the spatial graphic representation selected by a user.

9. (Currently Amended) A method of data analysis as claimed in claim 8 in which the merchant provides a plurality of products to customers, the method further comprising the step of displaying representations of one or more of the products corresponding to the spatial position of the products within the physical commercial ~~premises~~ premise of the merchant.

10. (Currently Amended) A method of data analysis as claimed in claim 9 further comprising the step of providing a user selection component to enable a user to select a product in the spatial graphic representation.

11. (Original) A method of data analysis as claimed in claim 10 further comprising the step of generating and displaying a representation associated with the product selected by the user.

12. (Original) A method of data analysis as claimed in claim 11 further comprising the step of generating and displaying a contoured representation of one or more of the data values centered on respective data points, such that one or more of the data points is displayed as a local maximum.

13. (Original) A method of data analysis as claimed in claim 8 further comprising the step of generating and displaying a contoured representation of one or more of the data values centered on respective data points, such that one or more of the data points is displayed as a local maximum.

14. (Currently Amended) A method of data analysis as claimed in claim 8 further comprising the step of generating and displaying data points corresponding to the data values and one or more contour lines ~~meand~~ around one or more of the data points, each contour line representing data values which are less than the data value of the data point around which the contour line is displayed.